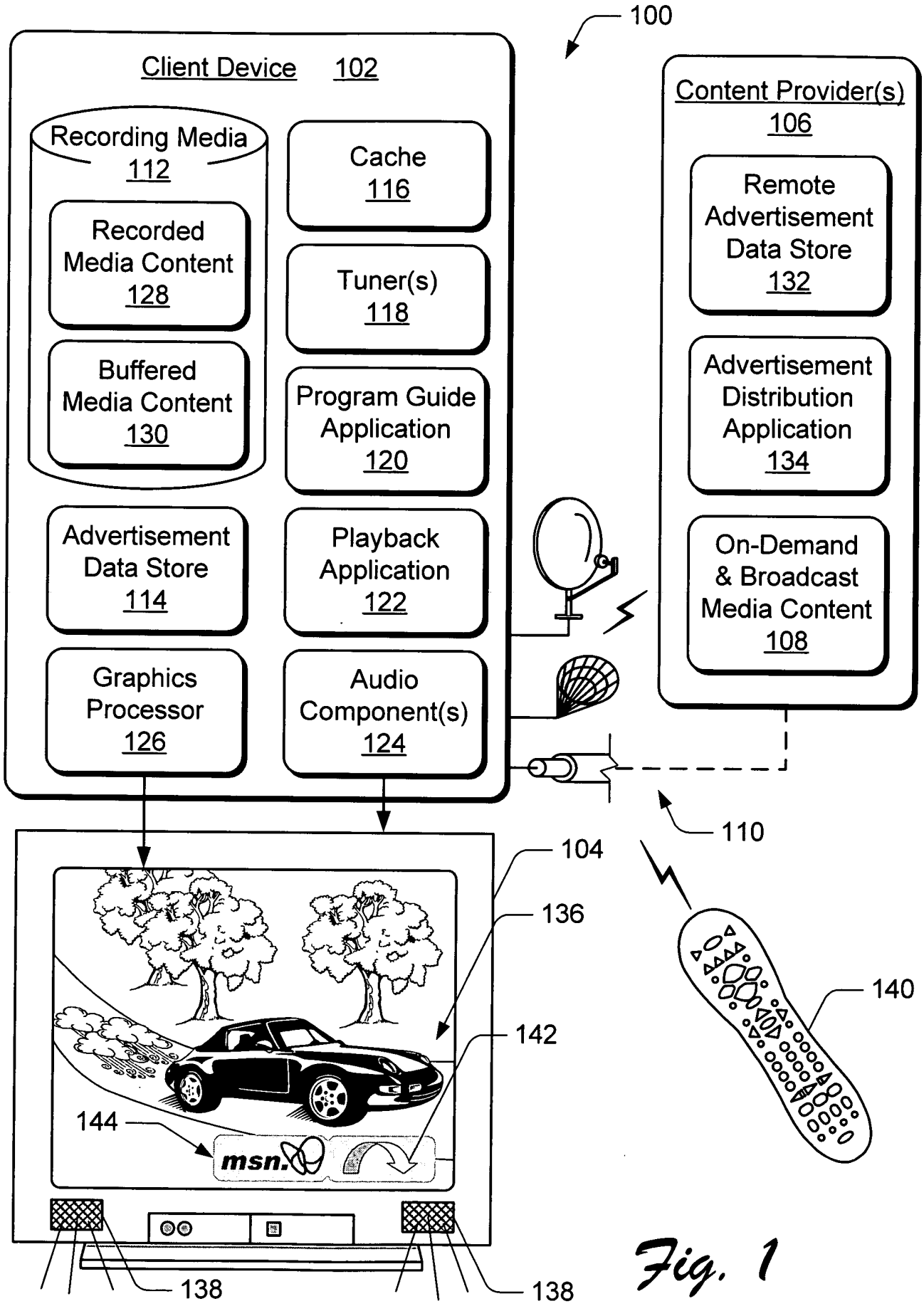
100
Client Device 102
Recording Media 112
Recorded Media Content 128
Buffered Media Content 130
Cache 116
Tuner(s) 118
Program Guide Application 120
Advertisement Data Store 114
Playback Application 122
Graphics Processor 126
Audio Component(s) 124
Content Provider(s) 106
Remote Advertisement Data Store 132
Advertisement Distribution Application 134
On-Demand & Broadcast Media Content 108
110
104
136
142
140
144
msn.
138
138

Fig. 1

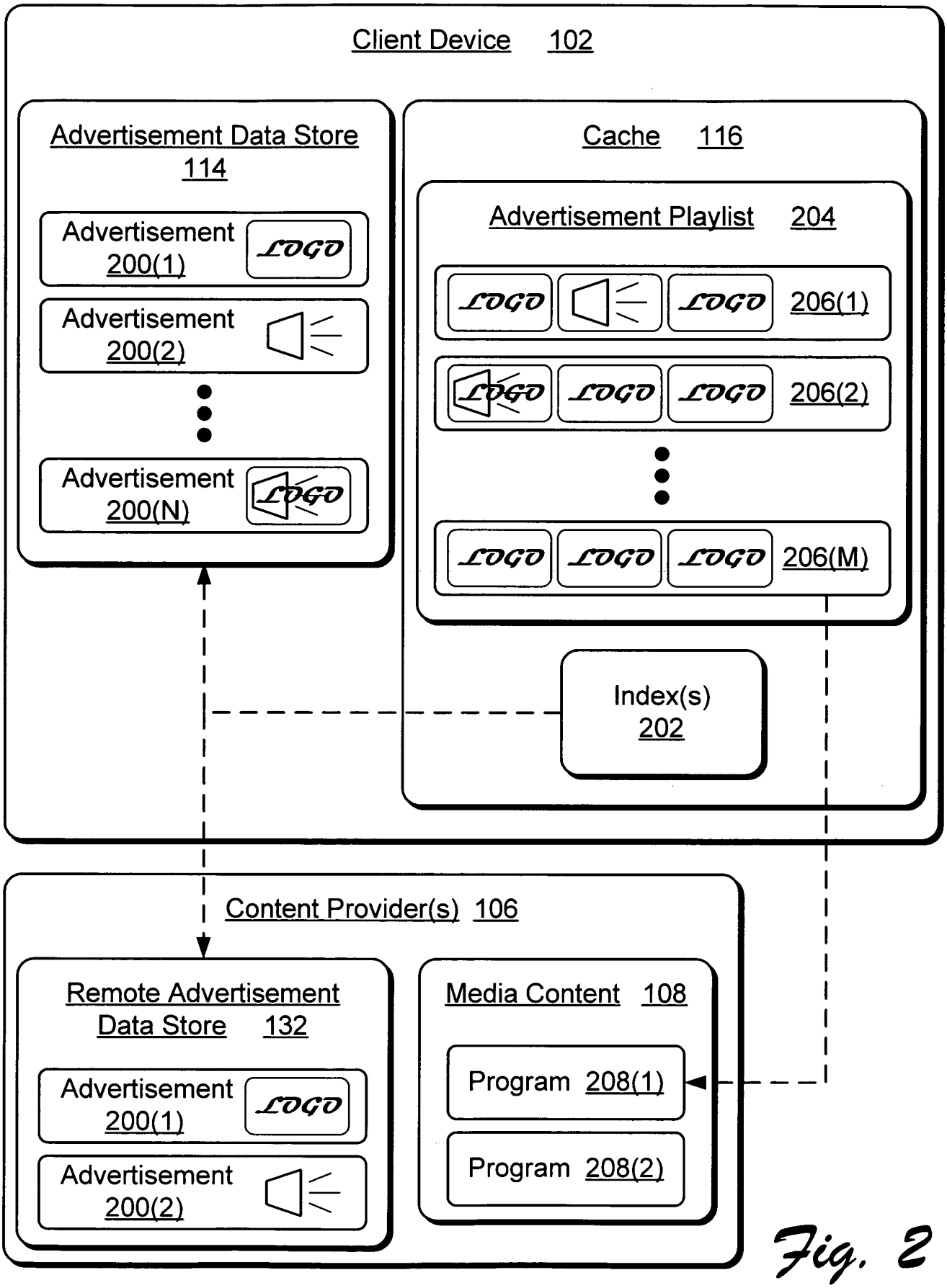
Client Device 102
Advertisement Data Store 114
Advertisement 200(1)
Advertisement 200(2)
Advertisement 200(N)
Cache 116
Advertisement Playlist 204
206(1)
206(2)
206(M)
Index(s) 202
Content Provider(s) 106
Remote Advertisement Data Store 132
Advertisement 200(1)
Advertisement 200(2)
Media Content 108
Program 208(1)
Program 208(2)

Fig. 2

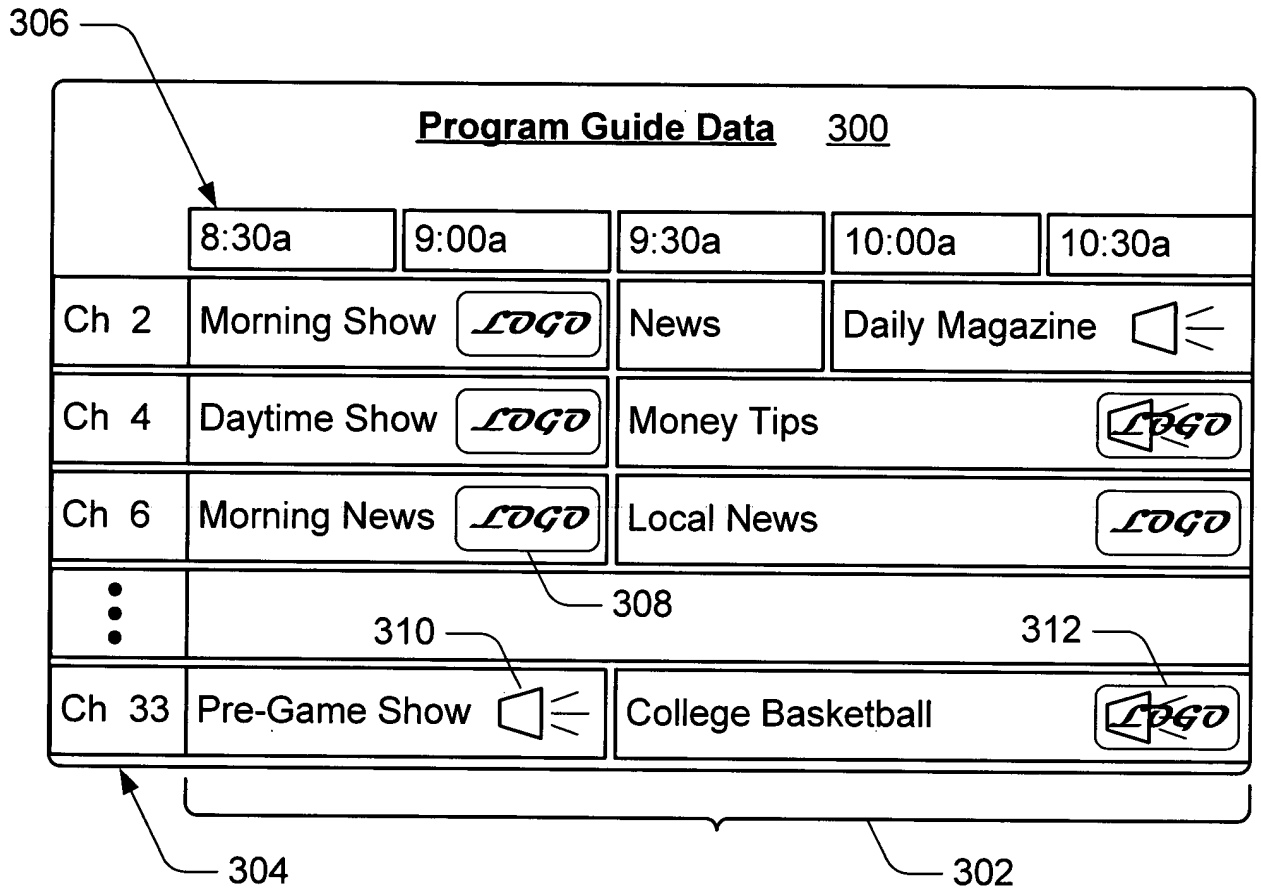
306
Program Guide Data 300
8:30a
9:00a
9:30a
10:00a
10:30a
Ch 2
Morning Show
News
Daily Magazine
Ch 4
Daytime Show
Money Tips
Ch 6
Morning News
Local News
308
310
312
Ch 33
Pre-Game Show
College Basketball
304
302

Fig. 3

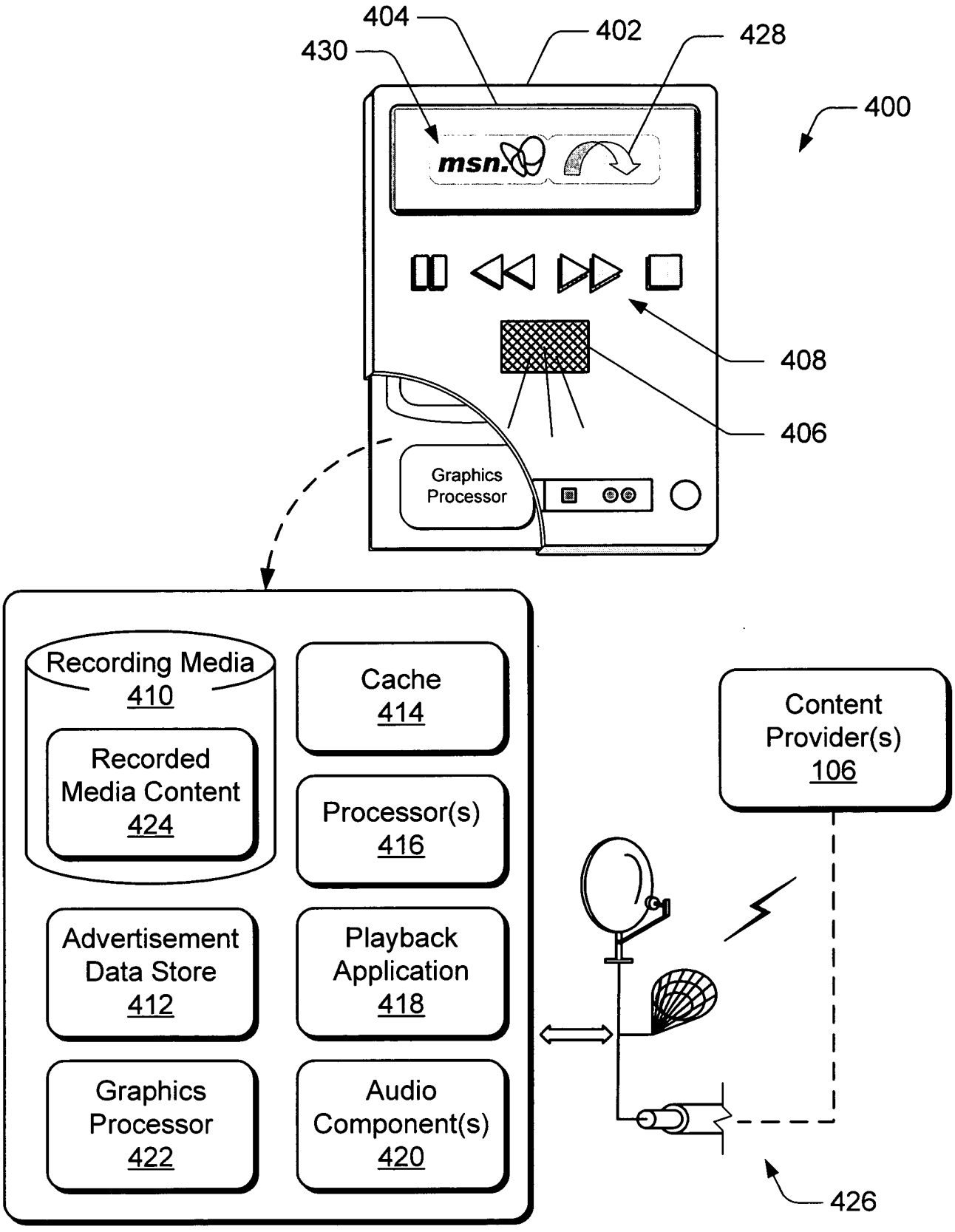
404
402
428
430
400
msn.
408
406
Graphics Processor
Recording Media 410
Recorded Media Content 424
Cache 414
Processor(s) 416
Advertisement Data Store 412
Playback Application 418
Graphics Processor 422
Audio Component(s) 420
Content Provider(s) 106
426

Fig. 4

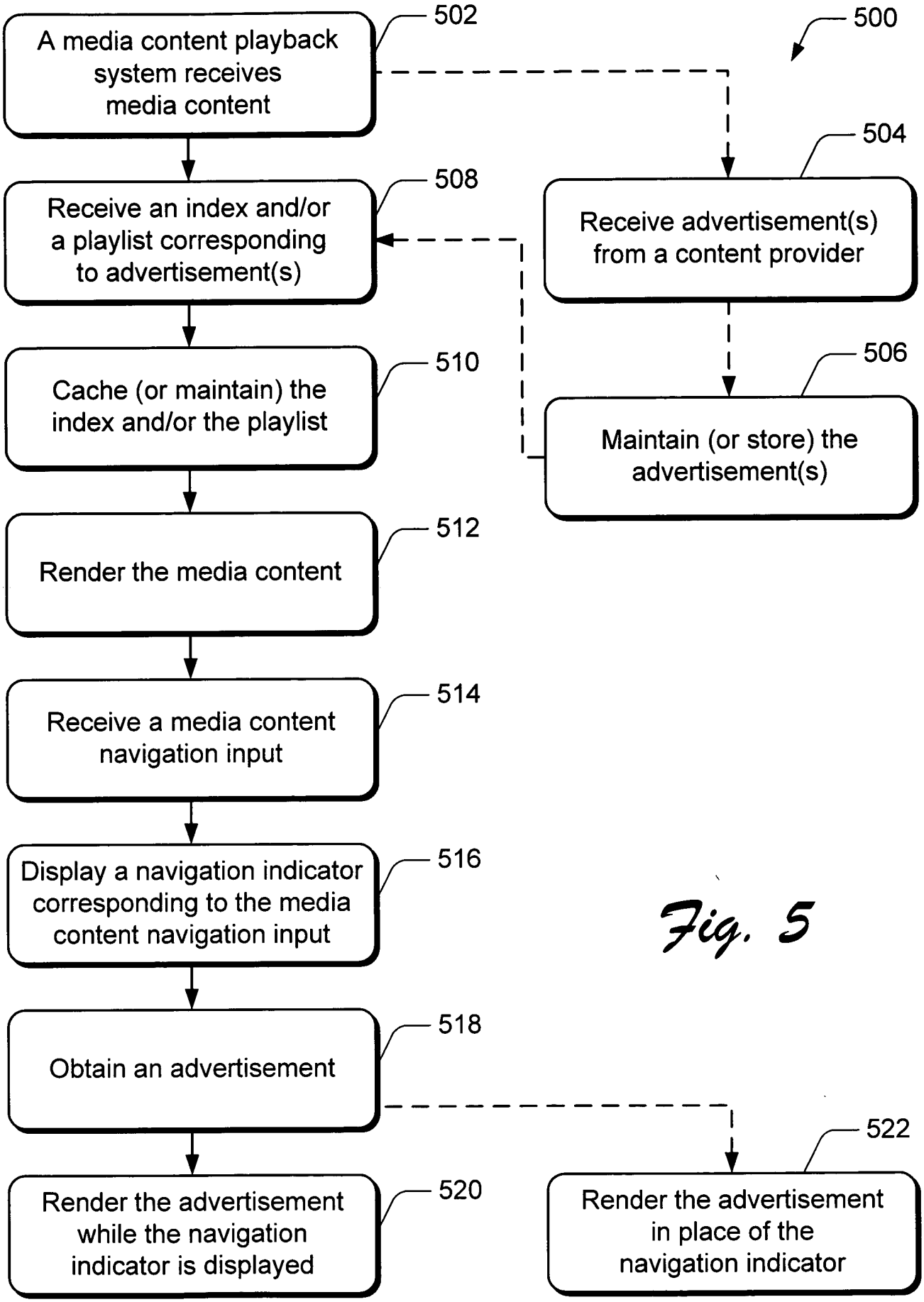
500
A media content playback system receives media content
502
Receive an index and/or a playlist corresponding to advertisement(s)
508
Cache (or maintain) the index and/or the playlist
510
Render the media content
512
Receive a media content navigation input
514
Display a navigation indicator corresponding to the media content navigation input
516
Obtain an advertisement
518
Render the advertisement while the navigation indicator is displayed
520
Receive advertisement(s) from a content provider
504
Maintain (or store) the advertisement(s)
506
Render the advertisement in place of the navigation indicator
522

Fig. 5

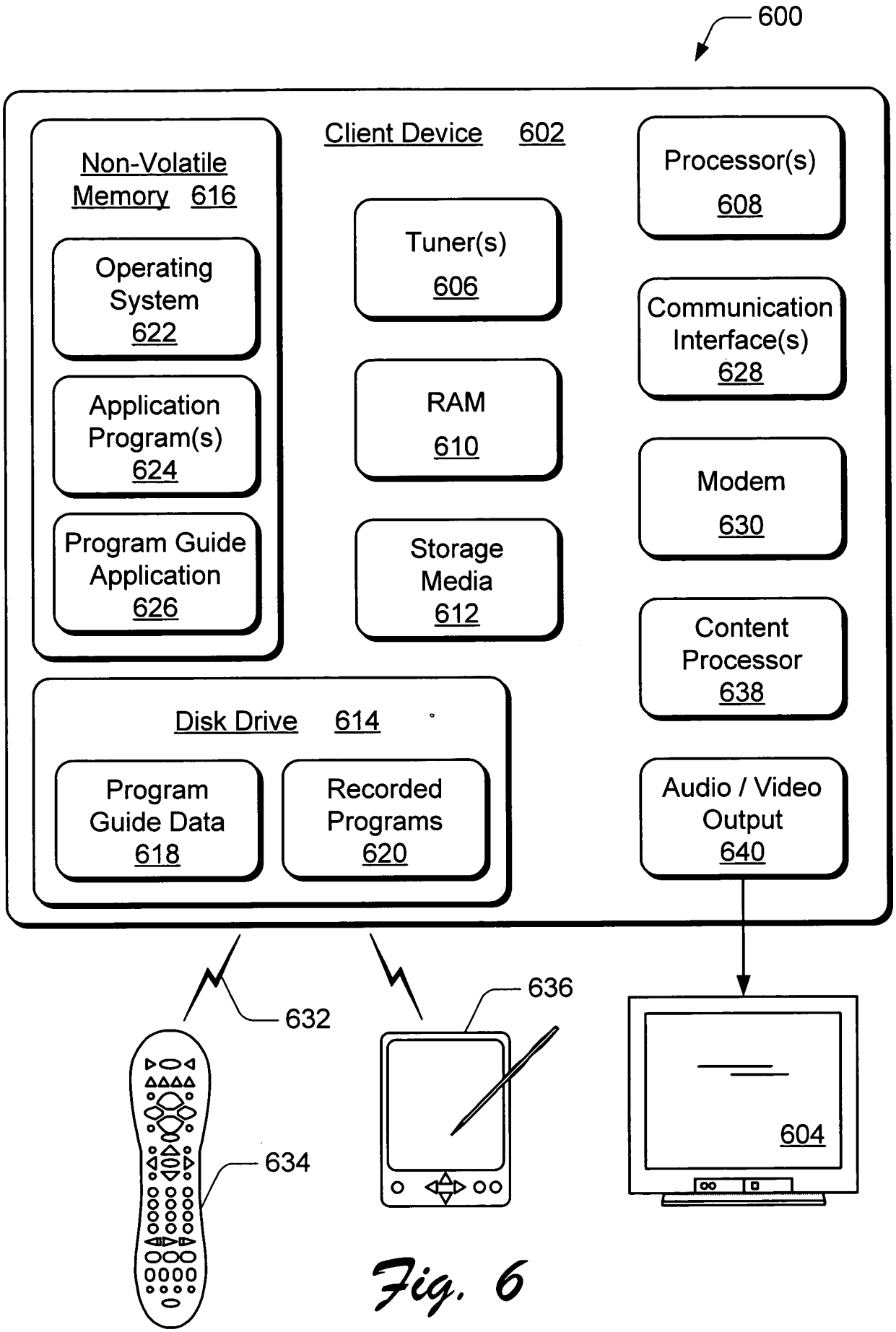
600
Client Device 602
Non-Volatile Memory 616
Operating System 622
Application Program(s) 624
Program Guide Application 626
Tuner(s) 606
RAM 610
Storage Media 612
Processor(s) 608
Communication Interface(s) 628
Modem 630
Content Processor 638
Audio / Video Output 640
Disk Drive 614
Program Guide Data 618
Recorded Programs 620
632
634
636
604

Fig. 6

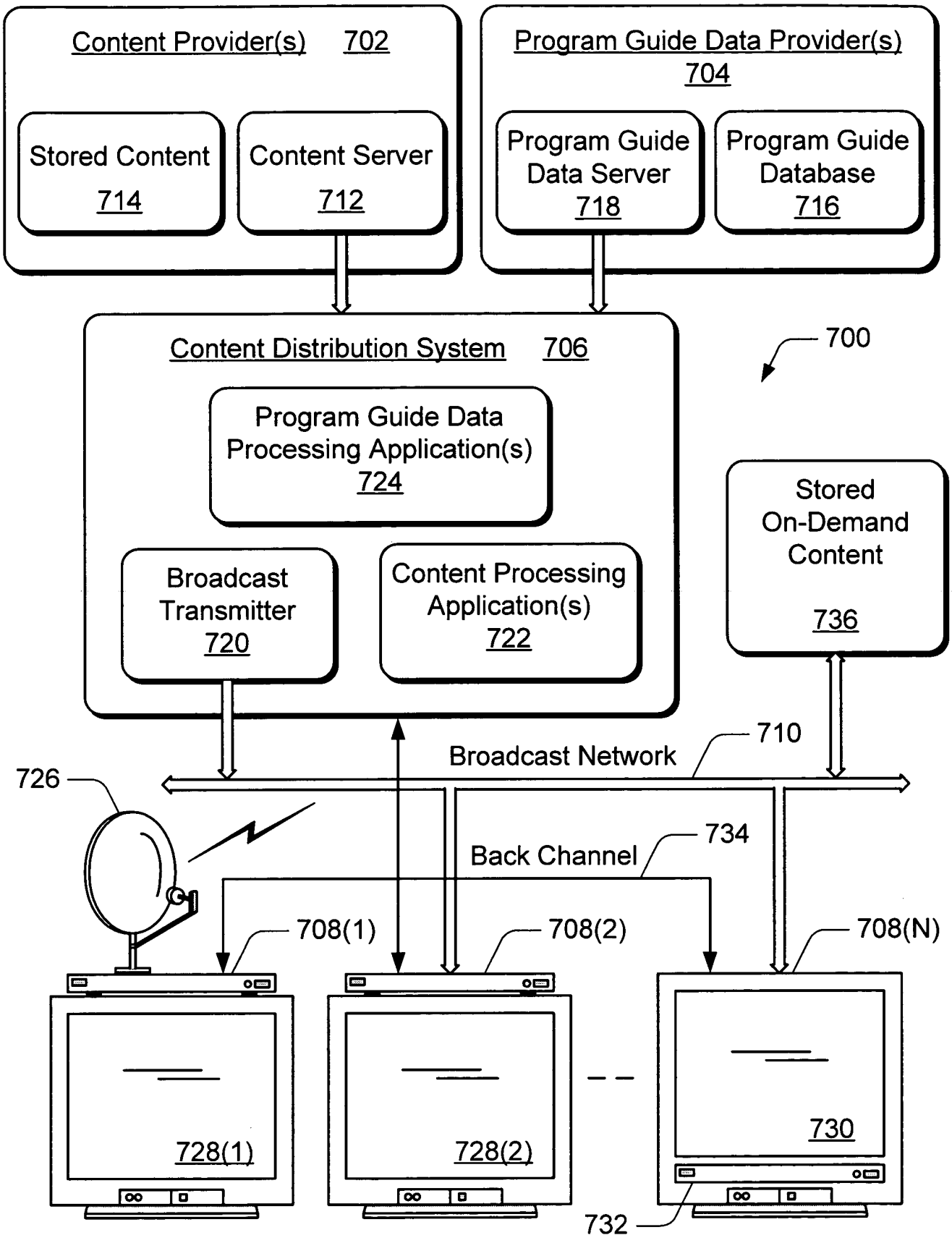
Content Provider(s) 702
Stored Content 714
Content Server 712
Program Guide Data Provider(s) 704
Program Guide Data Server 718
Program Guide Database 716
Content Distribution System 706
700
Program Guide Data Processing Application(s) 724
Broadcast Transmitter 720
Content Processing Application(s) 722
Stored On-Demand Content 736
710
Broadcast Network
726
734
Back Channel
708(1)
708(2)
708(N)
728(1)
728(2)
730
732

Fig. 7

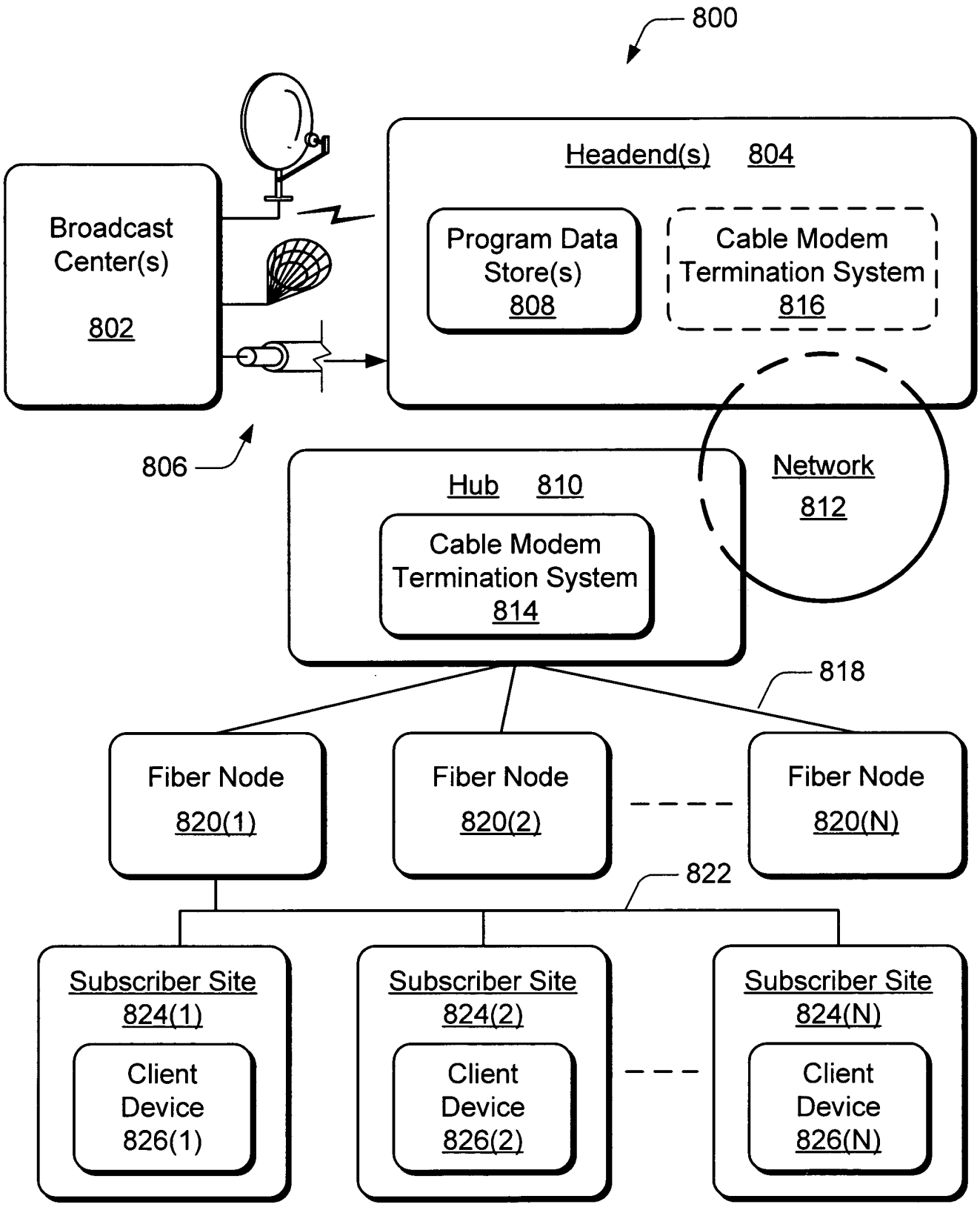
800
Broadcast Center(s) 802
Headend(s) 804
Program Data Store(s) 808
Cable Modem Termination System 816
806
Network 812
Hub 810
Cable Modem Termination System 814
818
Fiber Node 820(1)
Fiber Node 820(2)
Fiber Node 820(N)
822
Subscriber Site 824(1)
Client Device 826(1)
Subscriber Site 824(2)
Client Device 826(2)
Subscriber Site 824(N)
Client Device 826(N)

Fig. 8